

IN THE CLAIMS:

Please cancel Claims 31, 33, 34, and 35, without prejudice or disclaimer, and amend Claims 1, 8, 11, 13-15, 17, 18, 20-25, 30, 32, and 36-40 as indicated below. The following is a complete listing of claims and replaces all prior versions and listings of claims in this application.

1. (currently amended): A method for motivating a consumer to promptly indicate an interest in purchasing a product and/or service over a computer network, comprising the steps of:

presenting providing from a server over the computer network to a consumer's computer a program that causes the consumer's computer to:

(a) present to said consumer an offer for sale of a product and/or service that may be purchased immediately by said consumer via the computer network[[:]],

(b) concurrently presenting over the computer network present to said consumer an incentive for purchasing said product and/or service promptly, wherein the program causes said incentive [[is]] to be initially set to ~~a first non-zero~~ an initial value and ~~decreases then changes~~ said incentive over a period of time to at least one other ~~non-zero~~ value ~~lower than the first non-zero value, and~~

(c) when said consumer indicates an acceptance of the offer, provide to the server an indication of acceptance and a current value of said incentive;

registering at the server an initial time at which said incentive is initially presented to said consumer;

registering at the server an acceptance time at which said consumer indicates an acceptance of the offer; and

comparing the initial time and the acceptance time to verify the provided current value of said incentive.

2. (original): The method according to claim 1, wherein said incentive is initially set to a predetermined maximum value.

3. (original): The method according to claim 1, wherein said incentive is presented via a Web page.

4. (original): The method according to claim 1, wherein said incentive is presented via a window.

5. (previously presented): The method according to claim 1, wherein said incentive is presented via a Web banner on a Web page.

6. (previously presented): The method according to claim 3, wherein said product and/or service offered for sale changes each time said consumer is presented with a new offer.

7. (previously presented): The method according to claim 6, wherein said new offer is presented to said consumer when said consumer revisits or refreshes said Web page.

8. (currently amended): The method according to claim 1, wherein [[the]] said incentive has a value of said incentive that decreases incrementally over a predetermined period of time.

9. (original): The method according to claim 1, wherein said incentive comprises at least one of a discount off a purchase price, a purchase price, an increase in quantity of said product and/or service, and a higher quality product and/or service.

10. (previously presented): The method according to claim 2, wherein said incentive comprises a product and/or service having a variable value, and wherein said maximum value comprises a product and/or service having a high value decreasing to a product and/or service having a lower value.

11. (currently amended): The method according to claim 1, further comprising the ~~[[steps]]~~ step of:

~~indicating over the computer network an interest to purchase said product and/or service by said consumer at a point in time during said period of time; and~~

~~providing over the computer network to said consumer the current value of said incentive corresponding to the point in time at which said consumer indicated said interest~~ the consumer's computer.

12. (original): The method according to claim 1, wherein a consumer who frequently uses said incentive for purchasing products and/or services is accorded a more favorable incentive than an consumer who infrequently uses said incentive to purchases goods and/or services.

13. (currently amended): The method according to claim 12, wherein said frequent consumer is accorded a higher maximum incentive value.

14. (currently amended): The method according to claim 12, wherein said frequent consumer is accorded a higher minimum incentive value.

15. (currently amended): The method according to claim 12, wherein said frequent consumer is accorded a longer time period for decreasing of said incentive from ~~[[said]]~~ a maximum value down to ~~[[said]]~~ a minimum value.

16. (original): The method according to claim 1, wherein said offer is presented for a specific number of times during a predetermined time period.

17. (currently amended): The method according claim 16, wherein ~~the presentation of~~ said offer is presented to a frequent consumer who frequently uses said method occurs more often than to an infrequent consumer.

18. (currently amended): The method according to claim 1, wherein said incentive ~~corresponds to~~ is based on a profile of said consumer.

19. (original): The method according to claim 18, wherein said profile comprises information relating to said consumer.

20. (currently amended): The method according to claim 19, wherein said information relates to a location of said ~~consumer's location~~ consumer.

21. (currently amended): The method according to claim 19, wherein said information relates to a preference of said ~~consumer's preference~~ consumer.

22. (currently amended): The method according to claim 19, wherein said information relates to an historical behavior of said consumer's historical behavior consumer.

23. (currently amended): The method according to claim 1, wherein a value of said incentive gradually decreases from [[said]] a maximum value to a minimum value at a random rate during [[said]] a predetermined period of time.

24. (currently amended): The method according to claim 1, wherein a value of said incentive gradually decreases from [[said]] a maximum value to a minimum value during [[said]] a predetermined period of time, and wherein a first value of said incentive at a first point in time in said predetermined period of time may be less than or greater than a second value of said incentive at a second point in time in said predetermined period of time, said second point in time coming immediately prior to or immediately after said first point in time.

25. (currently amended): The method according to claim 1, wherein [[the]] a value of said incentive decreases incrementally over a predetermined period of time.

26. (original): The method according to claim 1, wherein said incentive comprises a discount.

27. (original): The method according to claim 1, wherein said incentive comprises a purchase price.

28. (cancelled).

29. (original): The method according to claim 1, wherein said incentive comprises a quantity of a product.

30. (currently amended): ~~Code executable on a computer, said code comprising~~ A computer-readable storage medium storing code for causing a server to perform a method for motivating a consumer to promptly indicate an interest in purchasing a product and/or a service over a computer network, the method comprising the steps of:

code for presenting to a consumer providing from the server over the computer network to a consumer's computer a program that causes the consumer's computer to:

(a) present to said consumer an offer for sale of a product and/or service that may be purchased immediately by said consumer via [[a]] the computer network[[;]],

(b) concurrently ~~presenting~~ present to said consumer an incentive for purchasing said product and/or service promptly, wherein the program causes said incentive [[is]] to be initially set to a first non-zero an initial value and decreases then changes said incentive over a period of time to at least one other non-zero value lower than the first non-zero value, and

(c) when said consumer indicates an acceptance of the offer, provide to the server an indication of acceptance and a current value of said incentive;

registering at the server an initial time at which said incentive is initially presented to said consumer;

registering at the server an acceptance time at which said consumer indicates an acceptance of the offer; and

comparing the initial time and the acceptance time to verify the provided current value of said incentive.

31. (cancelled).

32. (currently amended): The ~~code executable on a computer storage~~ medium according to claim 30, ~~said code further comprising~~ wherein the method further comprises the step of:

~~code for~~ initially setting said incentive to a predetermined maximum value.

33. (cancelled).

34. (cancelled).

35. (cancelled).

36. (currently cancelled): A method for motivating a consumer to promptly indicate an interest in purchasing a product and/or service over a computer network, comprising the steps of:

~~presenting~~ providing from a server over the computer network to a consumer's computer a program that causes the consumer's computer to:

(a) present to said consumer an offer for sale of a product and/or service that may be purchased immediately by said consumer via the computer network[[:]],

(b) concurrently ~~presenting~~ present to said consumer an incentive for purchasing said product and/or service ~~to said consumer~~ promptly over said computer network, wherein the program causes said incentive [[is]] to be initially set to a predetermined non-zero maximum value and then decreases said value over a period of time to at least one other non-zero value lower than the maximum value[[:]], and

(c) when said consumer indicates an acceptance of the offer, provide to the server an indication of acceptance and a current value of said incentive;

registering at the server an initial time at which said incentive is initially presented to said consumer;

registering at the server an acceptance time at which said consumer indicates an acceptance of the offer;

comparing the initial time and the acceptance time to verify the provided current value of said incentive; and

providing said consumer the current value of said incentive corresponding to the point in time at which said consumer indicated said interest, if the provided current value of said incentive is verified.

37. (currently amended): An apparatus for motivating a consumer to promptly indicate an interest in purchasing a product and/or service over a computer network, said apparatus comprising:

means for ~~presenting~~ providing from a server computer over said computer network to a consumer's computer a program that causes the consumer's computer to:

(a) present to said consumer an offer for sale of a product and/or service that may be purchased immediately by said consumer via said computer network[[:]],

(b) means for concurrently presenting present to said consumer an incentive for purchasing said product and/or service promptly, wherein the program causes said incentive [[is]] to be initially set to a predetermined non-zero maximum value and then decreases said value over a period of time to at least one other non-zero value lower than the maximum value[[:]], and



(c) when said consumer indicates an acceptance of the offer, provide to the server an indication of acceptance and a current value of said incentive;

~~means for indicating an interest to purchase said product and/or service by said consumer at a point in time during said period of time; and~~

means for registering at the server an initial time at which said incentive is initially presented to said consumer;

means for registering at the server an acceptance time at which said consumer indicates an acceptance of the offer;

means for comparing the initial time and the acceptance time to verify the provided current value of said incentive; and

means for providing said consumer the current value of said incentive corresponding to the point in time at which said consumer indicated said interest if the current value of said incentive is verified.

38. (currently amended): A system for motivating a consumer to promptly indicate an interest in purchasing a product and/or service over a computer network, said consumer operating a customer terminal operable to act as a client on a network, said system comprising:

a host controller, the host controller comprising a computer operable to act as a server on said computer network and to communicate with said customer terminal over said computer network; and

data storage accessible to said host controller, said data storage storing information relating to said products and/or services for offering for purchase to said consumer[[],];

the host controller being operable:

(a) for presenting from said server over said computer network to said customer terminal an offer for sale of a product and/or service that may be purchased immediately by said consumer using via said computer network[[:]],

(b) for concurrently presenting an incentive for purchasing said product and/or service promptly from said server over said computer network to said customer terminal, wherein said incentive is initially set to a predetermined non-zero maximum value and then decreases said value over a period of time to at least one other non-zero value lower than the maximum value[[:]],

(c) for, when said consumer indicates an acceptance of the offer, providing to the server an indication of acceptance and a current value of said incentive;

~~for receiving an indication of interest to purchase said product and/or service by said consumer from said customer terminal at a point in time during said period of time;~~

(d) for registering at the server an initial time at which said incentive is initially presented to said consumer,

(e) for registering at the server an acceptance time at which said consumer indicates an acceptance of the offer,

(f) for comparing the initial time and the acceptance time to verify the provided current value of said incentive, and

(g) for providing said consumer the current value of said incentive corresponding to the point in time at which said consumer indicated said interest if the current value of said incentive is verified.

39. (currently amended): A method for motivating a consumer to promptly indicate an interest in purchasing a product and/or service via [[an]] electronic media, comprising the steps of:

~~presenting~~ providing via the electronic media to a ~~consumer~~ consumer's computer a software application that causes the consumer's computer to:

(a) present to said consumer an offer for sale of a product and/or service that may be purchased immediately by said consumer via the electronic media[[:]],

(b) ~~concurrently presenting via the electronic media~~ present to said consumer an incentive for purchasing said product and/or service ~~to said consumer promptly via said media promptly~~, wherein the electronic media causes said incentive [[is]] to be initially set to a predetermined non-zero maximum value and then decreases said value over a period of time to at least one other non-zero value lower than the maximum value[[:]], and

~~indicating via said electronic media an interest to purchase said product and/or service by said consumer at a point in time during said period of time; and~~

c) when said consumer indicates an acceptance of the offer, provide to the electronic media an indication of acceptance and a current value of said incentive;

registering at the electronic media an initial time at which said incentive is initially presented to said consumer;

registering via the electronic media an acceptance time at which said consumer indicates an acceptance of the offer;

comparing via the electronic media the initial time and the acceptance time to verify the provided current value of said incentive; and

providing said consumer via said electronic media the current value of said incentive corresponding to the point in time at which said consumer indicated said interest if the current value of said incentive is verified.

40. (currently amended): The method according to claim 39, wherein said electronic media comprises at least one of: a television, a radio, a visual display, a motion picture, a telephone, a periodical, and/or and a computer network.